The Florida Architect

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June - 1956



88th AIA Convention...

At Los Angeles, these men steered the AIA through one of the busiest National Conventions ever recorded as a prelude to planning for the bright and equally busy year they see ahead. . . .

The Florida Architect

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THE COVER

A rare picture of the AIA's top brass — the men who are guiding the destinies of a professional organization in which more than 11,000 architects can claim membership. Photographed at the opening business session at Los Angeles they are, left to right: Edward L. Wilson, re-elected as secretary; retiring president George Bain Cummings; the newly-elected president and former treasurer, Leon Chatelain, Jr.; and AIA Executive Director Edmund R. Purves.

PUBLICATION COMMITTEE — H. Samuel Krusé, Chairman, G. Clinton Gamble, Igor B. Polevitzky. Editor — Roger W. Sherman.

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Public Relations in Practice

How some Chapters of the FAA are going about the job of "doing good and getting credit for it"

Throughout the State evidence is piling up to prove that Florida architects understand both the value and the methods of public relations. And recent developments by groups in the North, Central and South Florida Chapters offer good illustrations of the effective use of various methods to gain the values sought in common by every member of the profession.

Luncheons for Legislators

In Miami, an experiment in personal contact has now grown into a custom that could well be adopted by every architectural group in the State. Some time ago individual architects made a point of getting to know their local legislators. Discussions between them — usually over a leisurely luncheon—served to inform the legislators about the aims of architects on one hand; and on the other clarified the stand of an office-holder relative to these aims.

The idea worked out well. But a couple of years ago individual architects clubbed together, talked to legislators in groups. Now the idea has grown to embrace the South Florida Chapter. And contact with legislators—or prospective ones—has become a regular and important part of Chapter activity.

It's particularly important just prior to an election or the start of a legislative session. Here's how it works:

Prior to an election, the Chapter arranges a luncheon, invites its members. Invited too are candidates for office. After a good meal candidates are given a chance to state their views on affairs, their stand of matters of issue. Their architect-hosts fire questions at them, test their attitudes, often explain the importance attached by the construction industry to some proposal or position. On the basis of this group-interview result the Chapter selects the candidate it will support.

Much the same sort of thing goes on prior to a legislative session. But at this time the legislator is briefed on the stand of architects, the reasons for supporting one measure, opposing another.

The idea has caught on and in time may well expand to include engineers' and contractors' groups in the area. It's welcomed by legislators as a sincere attempt to develop a mutual understanding and a clarification of issues. And, if carried through by architectural and construction groups throughout the State, it could be developed as a potent political force for good at all legislative levels.

Community Development in St. Petersburg

Architects in Pinellas County belong to the Florida Central Chapter, AIA. But the area of that Chapter is large; the Chapter holds formal meetings only four times a year, finds it difficult to carry on Chapter projects that will prove equally effective in all localities within its jurisdictional area. Thus, St. Petersburg architects have been in the habit of holding weekly luncheon meetings, partly to maintain contact with each other, partly to focus their professional attention on local matters that need improvement.

Last fall this group decided to take a more active part in community affairs than formerly. They organized themselves as the St. Petersburg Society of Architects, AIA, appointed officers and a few committee heads and drew up a program of objectives for the year ahead. On this basis they proceeded to make themselves heard in St. Petersburg affairs as a voice of the profession and a factor of leadership in community development. Among items on their planned program were these:

1. . . A *Metropolitan Planning Association for Greater St. Petersburg.* With cooperation of the St. Petersburg *Times* and the Community Planning Department of the U/F, a regional planning study for

(Continued on Page 4)



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Public Relations in Practice

(Continued from Page 2)

Pinellas County was initiated. Public meetings on the idea were held at which both architects and civic leaders explained the program. The study is now under way. When finished it will provide the reason for other public meetings and will also provide the basis for cooperative action by St. Petersburg and Pinellas County toward the end of putting the plan into operation. The *Times* will give the plan full publicity and has offered to publish the planning studies in a booklet for public distribution.

2. . . *Urban Design and Housing.* This involves several related projects. One is the development of St. Petersburg's waterfront. Working with the Planning Department and the Hotelmen's Association, architects have developed an overall scheme for city-owned waterfront property. It is primarily a waterfront recreational project, involving site planning, traffic allocation and suggestions for buildings needed to provide complete facilities.

Another similar project is now underway looking to the development of Mullet Key into an 800-acre Community Recreational Park. Work is being done with the Pinellas County Commission, since the land is county-owned.

A third part of this project concerns Urban Renewal — a matter of more importance to many Florida cities than is generally realized. Studies are now being programmed with the City Planning Department which will eventually lead to recommendations for a sweeping program of area re-development that may involve slum-clearance operations and the construction of new housing.

Housing for the aged has already been an additional concern of the St. Petersburg Society of Architects. Recently a round-table discussion of the subject was held, sponsored jointly by the architects and a local newspaper. It resulted in a well-documented article in the *Times* as part of the growing file of data on this difficult subject which may serve as the basis for future project development.

3. . . *A Service Program for community use.* The Society has formed a modest speakers' bureau; and architects have already appeared as speakers for service club meetings and local business groups. And the Society's president, Howard F. Allender, is now serving as a member of the St. Petersburg Planning Department.

It is too early to assay the full potential of this ambitious program. But so far a number of definite and worthwhile results have shown themselves. First, architects in St. Petersburg are speaking virtually as one voice—and they are thus rapidly gaining respectful attention in all quarters. Second, they are initiating civic improvements on a *service* — not a self-seeking — basis; and they are thus taking a position of prime leadership in matters of community development. Third, what architects are doing in St. Petersburg is constantly making news. The result is the best possible type of publicity architects can get. And finally, such collaborative efforts are proving to St. Petersburg architects that cooperation provides a strength formerly lacking, a realization of public relations values not attainable before all this began.

Florida North Project Praised by Institute

Florida AIA members can pride themselves that the Florida North Chapter has been singled out for special commendation by the Institute's Chapter Affairs Committee.

The occasion was announcement of a series of lectures for prospective homeowners, sponsored by the Florida North Chapter. The series, conducted by the General Extension Division of Florida in cooperation with the College of Architecture and Allied Arts, features lectures by AIA and UF faculty members on such subjects as home financing, design, materials, landscaping and building processes. First lecture were given April 26; and the full course, open to the public for a $1 registration fee, was to continue through May 31.

In naming the lecture program the Chapter Affairs Committee's "Document of the Month," Beryl Price, the Committee's chairman, said: "*This project is the finest kind of public relations work in which our Institute Chapters can participate.*" He especially commended the Florida North Chapter for its part in "*this excellent educational activity.*"



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REPORT

The 88th Annual AIA Convention

Monday, May 14—It was quite hot in Los Angeles. But the papers carried this notice "No smog today. Morning burning permitted."

It was a quiet day, mostly devoted to registration for early-comers, with all-day tours to Santa Barbara and Pasadena for those lucky enough not to miss the busses. In the evening the Producers' Council—which had put on a record-breaking 81-product exhibit—were hosts to the architects at a traditional entertainment, just prior to the opening of their exhibit. The Council did themselves and the architects proud; and a story about their own particular convention is carried elsewhere in this issue.

Tuesday, May 15—Still no smog in Los Angeles, but plenty of heat. The 88th Annual Convention of the AIA officially opened at 9:30 before a packed audience in the Biltmore Theater. The usual amenities of an opening session were gracefully observed—invocation, a welcome by Director Donald Beach Kirby, the acceptance by President George Bain Cummings. Then the welcoming talks by Los Angeles Mayor Norris Poulson and Paul R. Hunter, president of the host Chapter of Southern California.

The keynote address of the Convention was ably given by John Ely Burchard, Dean, School of Humanities and Social Studies, MIT. To some it may have seemed long and somewhat sonorous; but to the majority it apparently left the impression of having been the finest keynote address in many a long year.

Burchard addressed his attention, of course, to the Convention's theme *Architecture for the Good Life*. What he voiced was largely an essay of definition—definition of what constitutes the good life and the architecture that helps to make it good. The essay followed a sound, workmanlike outline (Burchard was trained as an engineer and once taught structural engineering at MIT) rounded out with intellectual passages that were sometimes frankly envious of the glories of ancient Greece—"*those times when the common purpose was reasonbly clear*"—and at others almost as frankly disparaging of our current architectural achievements—with which "*we dissipate the opportunity in good average work on matters of good average importance. The mountain peaks are not there.*"

"*The good life,*" said Dean Burchard, "*is not a matter of good gimmicks or of physical ease. It is a matter of things that uplift the spirit. High averages will not define it. The Arch of Etoile and the tree-lined streets that come to it and depart are more important to the good life of the poorest Parisian than a tenth of one percent improvement in his substandard dwelling.*

"*I meant this rejection of the high average to apply to all elements of the good life—to the poetic life, to the political life, to the visual life, to the spiritual life. It is a life that occasionally, though not too often, must reach to ecstasy. Not too often, because ecstasy cannot be prolonged, as readers of Dante's Paradiso can discover.*

"*Architecture, then, is obviously more than a building. It must be more than a high average of convenience and amenity in the provision of places to sleep, eat and work. It must contain something that lifts up the spirit when it is beheld or experienced — something, indeed, that lifts up many spirits. It must not be too personal; or must, if personal, be open to a multiplicity of uplifting interpretations.*"

In developing a fuller definition of architecture for the good life — "*the mountain peak on the plateau of a high-average existence*" — Burchard scored reluctance of client and architect alike to adopt "*the brilliant engineering schemes suggested by the works of Freyssinet or Maillart or Nervi or even our own Buckminster Fuller*" and the too general exclusion of texture and painting and sculpture from our buildings. Such things, the speaker declared, are ordinarily regarded as "too expensive" — a dim viewpoint in face of the fact that we are the richest nation in the world.

"*It may well be,*" said the speaker firmly, "*that a Nervi system is better economics in Italy than it is in America. But to apply economic determinism to art is the last refuge of the unesthetic mind.*"

But not all of his utterances were quite so devastating. He saw at least a glimmer of hope for America's architectural future, if not for her somewhat confused present.

"*In the last analysis,*" declared the Convention's keynoter, "*if one were required to name the nation in which the highest average of architecture was now being maintained he must, and without chauvinism, name our own land.*

"*In this country architecture, so far as what architects do, has finally come of age. We have a past of which we need not be ashamed and a future which we need not fear. And this has come about despite our Puritanical*

It was a four-day whirl of speeches, seminars and sightseeing against a background of fabulous freeways and Southern Cal hospitality that ranged from cocktail buffets to a gala Hollywood premiere . . . .

rejection of the opulent, the colorful, even the elegant, despite our native tendency toward the disorder of the newspaper litter and momentarily silenced horns of New York and the ubiquitous used-car dump.

"On all this we can look with some pride. But also humbly, for we have not reached the stars.

"I cannot believe that in the long run the wealthiest nation in the world, and in some ways the most daring, will not cease to be timid and tepid in its acceptance of its total esthetic opportunity and responsibility. It is not impossible that we may achieve in America a sort of Periclean age in architecture. American architecture is now mature; it needs only to become great."

Dean Burchard's address was the first of many others throughout the four active days of the Convention. At luncheon, Tuesday, an increasing roster of delegates (the final count was close to 500) heard GEORGE BAIN CUMMINGS, who had sometime before announced that he was not a candidate for re-election as AIA president, report on the state of the AIA. He touched on the past year's progress of the Institute—its growth in membership and income, the worth of the regional judiciary procedure initiated last fall, the encouraging start of the Student Forum and the work now being done by many Institute departments to activate recommendations of the Survey Commission's report of 1954. But mostly it was a farewell "thank-you" to the Institute "team" of which the speaker had been a member for many years.

In the afternoon the Host Chapter had arranged a Downtown Tour of Los Angeles—one of a seemingly innumerable series of such tours and sightseeing programs. But at almost the same time were scheduled a Seminar on "Architecture for Safety"—in which CLINTON GAMBLE, as chairman of the AIA Committee on Hurricane Resistance took a leading part—and three separate Round Table Discussions on Preservation of Historic Buildings, School Building Trends and Office Practice. Many Convention participants including both guests and delegates were interested in everything! The generally reported result was "frustration." At most of the meetings attendance was disappointingly meagre.

The traditional President's Reception was held on the poolside terraces and gardens of the huge Ambassador Hotel. Afterward, what seemed like the whole Convention packed the Moulin Rouge — a theatre-restaurant modestly billed as "Showplace of the World" — to dine and dance and watch a stage show that reminded more than one spectator of the Chauve Souris.

(Continued on Page 23)

AIA Treasurer Elected to Institute Presidency for Coming Year



Leon Chatelain, Jr., was born in Washington, D. C., March 8, 1902, and graduated from George Washington University with a B. of Arch. degree. Married, and the father of three children, he has practiced under his own name since 1930, but recently formed the firm of Chatelain, Gauger and Nolan. For many years he has been active in District of Columbia civic and business affairs, having served on D.C. Committees of Public Works, Urban Renewal, Redevelopment and Historical Buildings. He is a past president of the Washington Board of Trade and the Building Congress and is a director of the Bank of Commerce and the Jefferson Savings and Loan Association and a trustee of the Equitable Life Insurance Company. . . . His professional activities include membership in the D.C. Board of Examiners and Registrars of Architects, treasurer of the NAAB Board and past service on many AIA committees including Finance, Public Relations, Dues Structure, Errors and Omissions, Insurance, New Headquarters Building and Centennial Observance. He is a trustee of the AIA Insurance Trust and the Pension Fund and has served as National Treasurer since 1954. He became a corporate membr of the Washington Metropolitan Chapter, AIA, in 1930 and is a past president of that Chapter. His elevation to Institute Fellowship dates from 1953.

Jacksonville Chapter Pays Homage to a Neighbor and Good Friend



Mellen C. Greeley, FAIA, receives a certificate of appreciation prepared by the Jacksonville Chapter as Mrs. Greeley listens to Bishop Frank A. Juhan voice the affection and congratulations of all present.

At a dinner held in the Roosevelt Hotel, Jacksonville, May 5, some 125 people representing all phases of Florida's construction industry met to honor MELLEN C. GREELEY, FAIA, for a lifetime of self-effacing service. The gathering was held under the auspices of the Jacksonville Chapter. But the tribute paid to the snowy-haired dean of Florida architects went far beyond the boundaries of his professional affiliations.

Present to voice their appreciation for his efforts on behalf of both the church and the state were Bishop FRANK A. JUHAN, of the Episcopal Diocese of Florida and GEORGE SIMONS of the Jacksonville City Advisory Planning Board, on which Mr. Greeley served as secretary from 1929 to 1947. A friend of long standing, LOUIS AICHEL, who heads a Jacksonville equipment supply firm, acted as toastmaster. SANFORD W. GOIN, FAIA, of Gainesville, spoke for the architects.

Bishop Juhan read, and then presented to Mr. Greeley, a framed certificate of appreciation signed and sealed by Governor LEROY COLLINS, AIA President GEORGE BAIN CUMMINGS, Jacksonville's Mayor HAYDON BURNS and Bishop Juhan. Thus the certificate represented a combined testimonial from State, Church, Community and Profession, though it had been prepared by members of the Jacksonville Chapter.

In outlining, on behalf of the architectural profession, the many notable phases of Mellen Greeley's life-long service, Sanford Goin said "*. . . he is many things to many people: Christian gentleman, public servant, good citizen, good neighbor and friend. But to the architects of Florida he is even more. He is an institution.*"

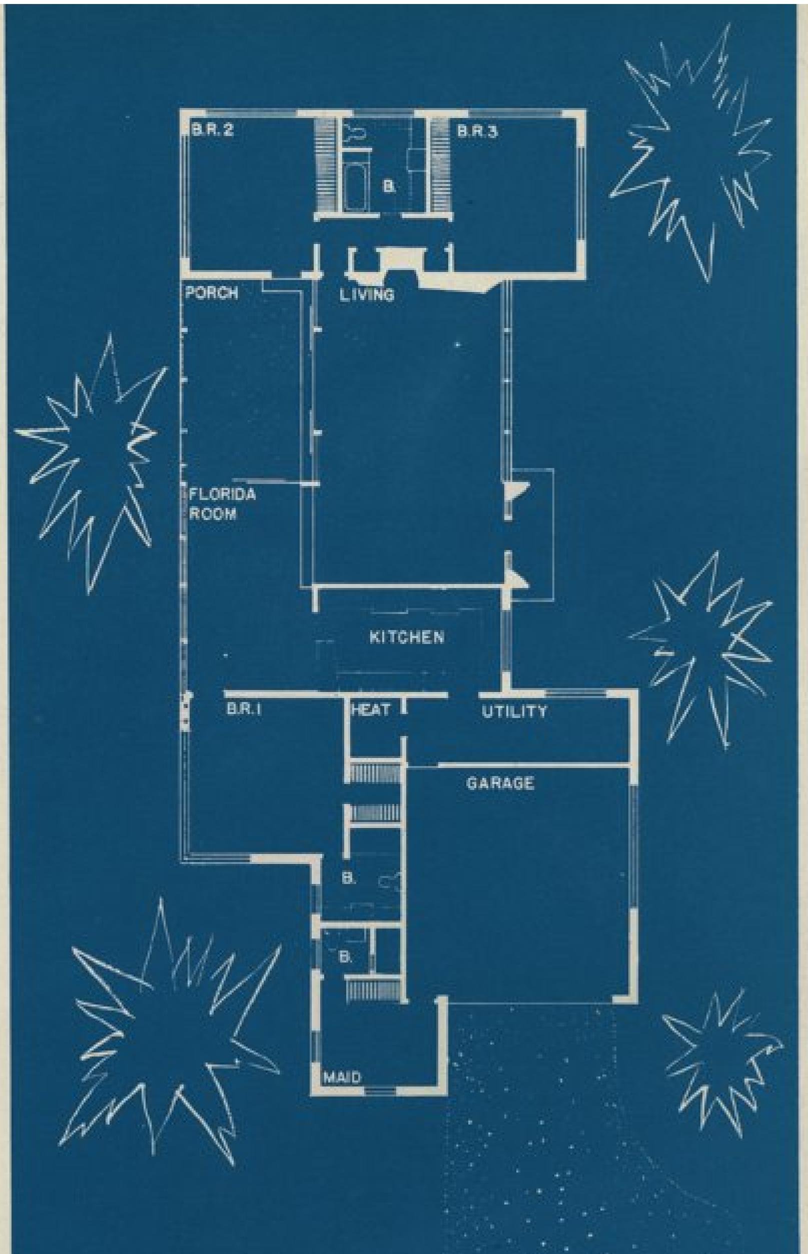
Mr. Greeley opened his own office in Jacksonville in 1909 after architectural training in various offices following military service in the Spanish-American War. His practice was interrupted by additional military service in World War I as an officer in the Quartermaster Corps. In 1923 he was named as secretary to the Florida State Board of Architecture, a position he held continuously until last year. He was a charter member and a president of the first AIA Chapter in Florida; and was elevated to AIA Fellowship in 1934.

Not realized by many architects is the fact that in 1915 Mr. Greeley was instrumental in securing passage of the first Florida statute regulating the practice of architecture and creating the State Board of Architecture. His efforts to strengthen the architectural profession went far beyond the boundaries of his State; One indication is his service as a member and president of the National Council of Architectural Registration Boards. Others are his long-time connection with the Hotel Commission, his services on the Jacksonville City Park Commission and the City Planning Advisory Board.

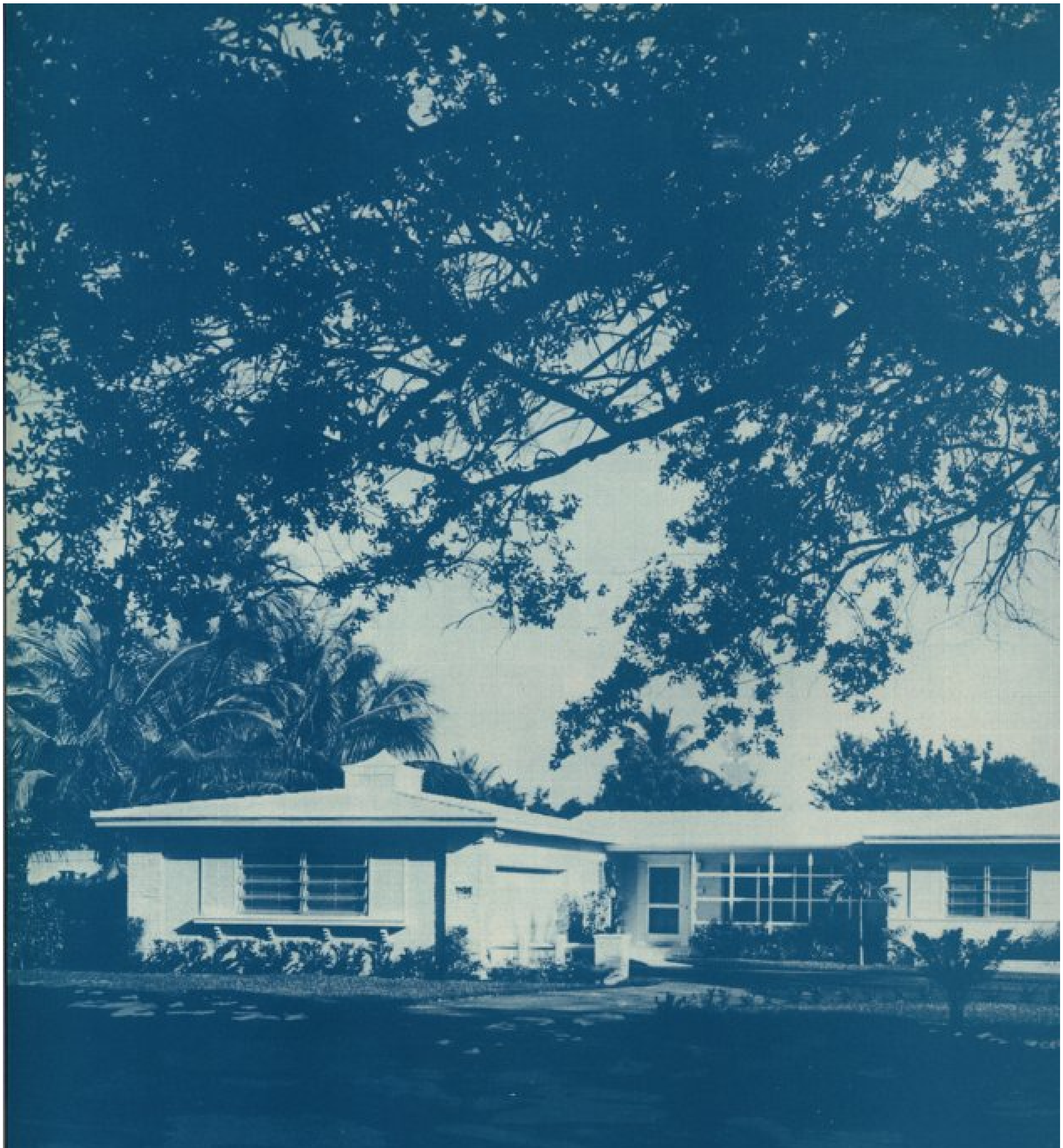
Commenting on the influence Mr. Greeley has had on maintaining the high standards of professional practice, Goin said.

"*As an officer of the State Board, he consistently stood firm in the position that the primary purpose of any licensing board is the protection of the public—and that the public interest is a trust to be held inviolable.*

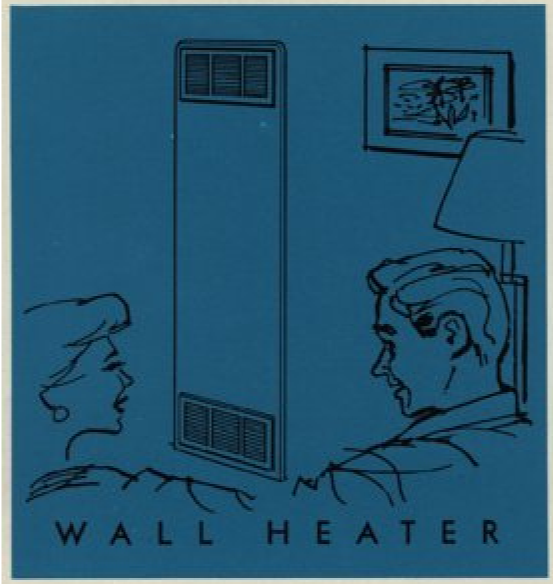
"*What Mel believed in he preached; and what he preached, he practiced. This man does more honor to our profession than we will ever be able to do to him.*"



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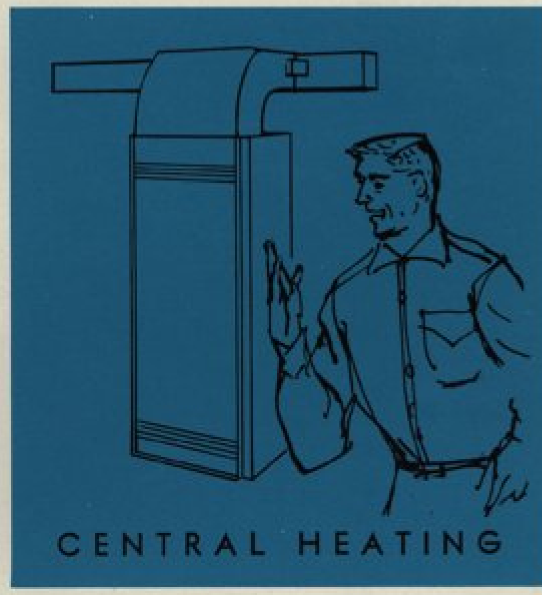


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Prescription for Chapter Ailments

From the Chapter Affairs Session at Los Angeles came suggestions for bolstering Chapter strength and local AIA prestige

Those attending the 88th AIA Convention in Los Angeles for its solid fare, found at least part of what they sought at the Chapter Affairs Committee conference Thursday. It was an all-morning session, chairmanned by BERYL PRICE — who, as partly Floridian, maintains an office in Ft. Lauderdale. And when it broke up, some four and one-half hours after starting, participants had heard suggestions enough to revitalize any AIA Chapter which might have been bogged down by the quagmire of inaction or stagnated by boredom.

It was the 10th such meeting of the Chapter Affairs Committee, according to Price; and its attendance by some 150 interested people gave substance to Price's statement that in the vitality of Chapter activities lies the greatest potential for AIA accomplishment. The architectural profession is weakest at the Chapter level, Price told his audience. Thus the strengthening of Chapter activity can become a vital factor in raising the importance of the architect throughout the area of his Chapter.

Subsequent discussion was centered largely on how this could be accomplished. There was a great deal of it, most directly pertinent to the job of making Chapter work important — and interesting — for all members. Here are some points that have direct bearing on Chapter affairs in Florida:

First — Pick a man to run local Chapter affairs for his all-around ability to plan things with imagination and to get things done—smoothly and so everybody's happy to work with him. He must be what Price called "a rover," for many Chapter activities with which he will be associated touch on the work of other committees — as public relations, education, schools, program, etc. As such, he's a coordinator for many Chapter programs.

Second — Be certain every Chapter meeting is both interesting and professionally important. Price cited one New York State Chapter which holds only five meetings per year, with every one a standout, as an example of success on this point. Chapter programs are planned a year in advance. Each features a paper on some research subject assigned months ahead to a younger member, then presented by him as a practical and informative project. Entertainment and good fellowship aren't lacking at meetings. But the solid value of the research programs are the core of the Chapter's stability.

Third — Stimulate cooperation between Chapter members and students. In areas where students are within Chapter areas this can be especially active. Elsewhere, architects' active help with the in-training program now being sponsored by the AIA Education Committee can bring equally good results. Help on the Log-Book program is one means — and if no such program is now in effect, initiation of it can become a worthwhile project.

In this connection, JAMES BERRY, Rice Institute student and president of the newly formed AIA Student Forum, emphatically voiced the students' desire and willingness to work with Chapter members. He pleaded for a closer-than-present tie between students and in-training architects with seasoned practitioners.

Fourth — Conduct programs that will link Chapter affairs with public interests. The Dallas Chapter, for example, holds an annual "Awards Luncheon" to which dignitaries, newsmen, business leaders are invited as well as those whose buildings are to receive awards. In any Florida city this could become a yearly affair of note, an excellent medium for bettering professional relations and a stimulus for upgrading architectural design in a manner the public could understand and enjoy.

Another similar activity in Dallas is the raising of scholarship funds for high school seniors through a yearly dinner. This affair, customarily attended by 400-500 representatives of the city's building industry has proved to be fun, newsworthy and a practical means for reaching the goal.

Package Deals to be Subject for AIA Study

During the post-Convention "orientation meeting" of the newly-elected AIA Board of Directors, held May 18 in Los Angeles, President-elect LEON CHATELAIN, JR., said that activities of so-called "Package Dealers" were on the increase. He stated that the AIA Board had received much comment relative to organizations offering a combined service of design, engineering, financing and construction. Some, he indicated were directly inimical to the practice of architecture as a profession; while others were operating in a way that might prove helpful to architects under the proper type of collaborative set-up.

Chatelain promised the appointment of a committee to probe the pros and cons of package operation and present a series of recommendations to guide architects in future relations with them. Others present at the meeting commented on the importance of this study; and at least one suggested that in some adaptation of a "package-deal set-up" might lie new opportunities for architects' abilities and accomplishments.

Pending completion of the AIA study, however, the package idea is being vigorously resisted in many quarters. Latest states to announce formal action against it are Arkansas and Georgia. Both actions involve the attempts by The Bank Building and Equipment Corporation to practice architecture in these states. This organization is reported to have an architectural department of some 200 persons, headed by W. G. Noebel, licensed as an architect in Arkansas.



Above, the St. Louis Municipal Airport Terminal Building, one of the five First Honor Awards, for which the firm of Hellmuth, Yamasaki and Lienweber, St. Louis and Detroit, were the architects.

HONOR AWARDS SHOW

One of several exhibits all worth while to those who could find time and opportunity to see them.

Below, another of the First Honor Awards went to the house of Richard Hodgson, in New Canaan, Conn., for which Philip C. Johnson, New York, was the architect. It was the only residence to win a top award. Photo, Ezra Stoller.

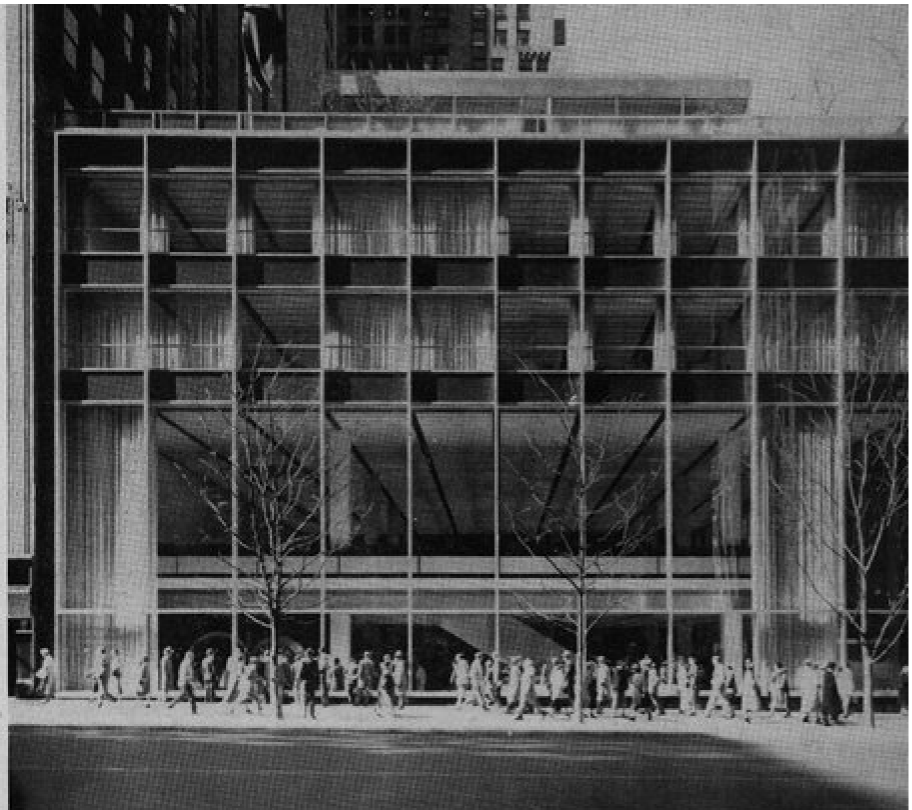


Architects' work and the collaborative efforts of fine arts were somewhat buried under the Los Angeles Convention's avalanche of tours, meetings, seminars and round tables. But a number of worth-while exhibits were open to any who wished to visit them. Included was the National Honor Awards exhibit — a sampling of which is shown here — a grouping of projects designed by newly elected Fellows of the AIA; an exhibit of Finnish architecture provided by the Smithsonian Institution; a showing of contemporary church architecture; and an unusually fine exhibit of collateral arts, arranged under the joint auspices of the Artists' Equity Association, the Independent Artists of So. Cal. and the So. Cal. Chapter, AIA.

All these exhibits offered inspiration and pleasure. But not all of them were easy to visit for busy conventioneers. Thus the booklet "A Guide to the Architecture of Southern California" which was handed each Convention registrant was particularly welcome. It sketched California's history, presented many categories of buildings and contained also work of west-coast artists.

The New York firm of Skidmore, Owings and Merrill was also given a First Honor Award for the design of the Fifth Avenue Branch, Manufacturer's Trust Co., New York, right. Photo, Ezra Stoller.

The Hilton Istanbul Hotel, in Istanbul, Turkey, was one of the 14 Award of Merit winners. Owned by the Turkish Republic Pension Fund, it was designed by Skidmore, Owings and Merrill, New York, associated with Sedad H. Eldem, Turkish architect. Photo, Ezra Stoller.





FAIA-for Service to The Institute

Marion I. Manley, of Coconut Grove, is the third woman ever to have been granted an AIA Fellowship and the only Floridian to be so honored this year.



To Marion I. Manley, FAIA, honor for professional progress.

For conspicuous service to the Institute Miss MARION I. MANLEY, of Coconut Grove, was elevated to Fellowship in the Institute at ceremonies following the Annual Banquet of the 82nd AIA Convention in Los Angeles, May 18. She was the only architect from Florida so honored this year.

Miss Manley is one of the real "pioneer" architects of the State. Born in Junction City, Kansas, and educated at the University of Kansas, University of Illinois—where she received her architectural degree in three years—M.I.T. and the University of Michigan, Miss Manley started her Florida architectural career in the office of the late WALTER DE GARMO in August, 1917. She obtained her registration certificate the following spring and started her own architectural practice shortly thereafter.

Her association with AIA dates from 1926; and since that year she has been one of Florida's most active exponents of professional organization. She has served on many committees of the South Florida Chapter and the FAA and has represented both at national conventions for many years. Miss Manley was secretary-treasurer of the South Florida Chapter and its President for two terms; and for two years served as Vice-president of the FAA.

Always an advocate of organizational expansion, Miss Manley was instrumental in helping form both the Palm Beach and Broward County Chapters as outgrowths of the Florida South Chapter. In 1941 and 1942 she headed the important By-Laws Committee of the FAA and spear-headed the movement in Florida for unification of State Societies and Institute Chapters. This laid the groundwork for the rapid growth of the Institute nationally; and in Florida it signalled the start of our present association of Chapters, the FAA, as one of the strongest and most important state organizations in the country.

State Groups Urge Closer AIA Ties

Convention Round Table showed power of State Organizations with the FAA almost ready to assume a new regional status.

In terms of its possible repercussions on the future of professional organization activity in Florida, the Round Table on *"The State Organization in the Institute,"* held Wednesday afternoon, May 16, at the Los Angeles Convention, could well be called one of the most important of all Convention meetings. Attendance was understandably small —for even without the influence of host-chapter tours, the subject is a specialized one of interest to only a minority of the AIA membership.

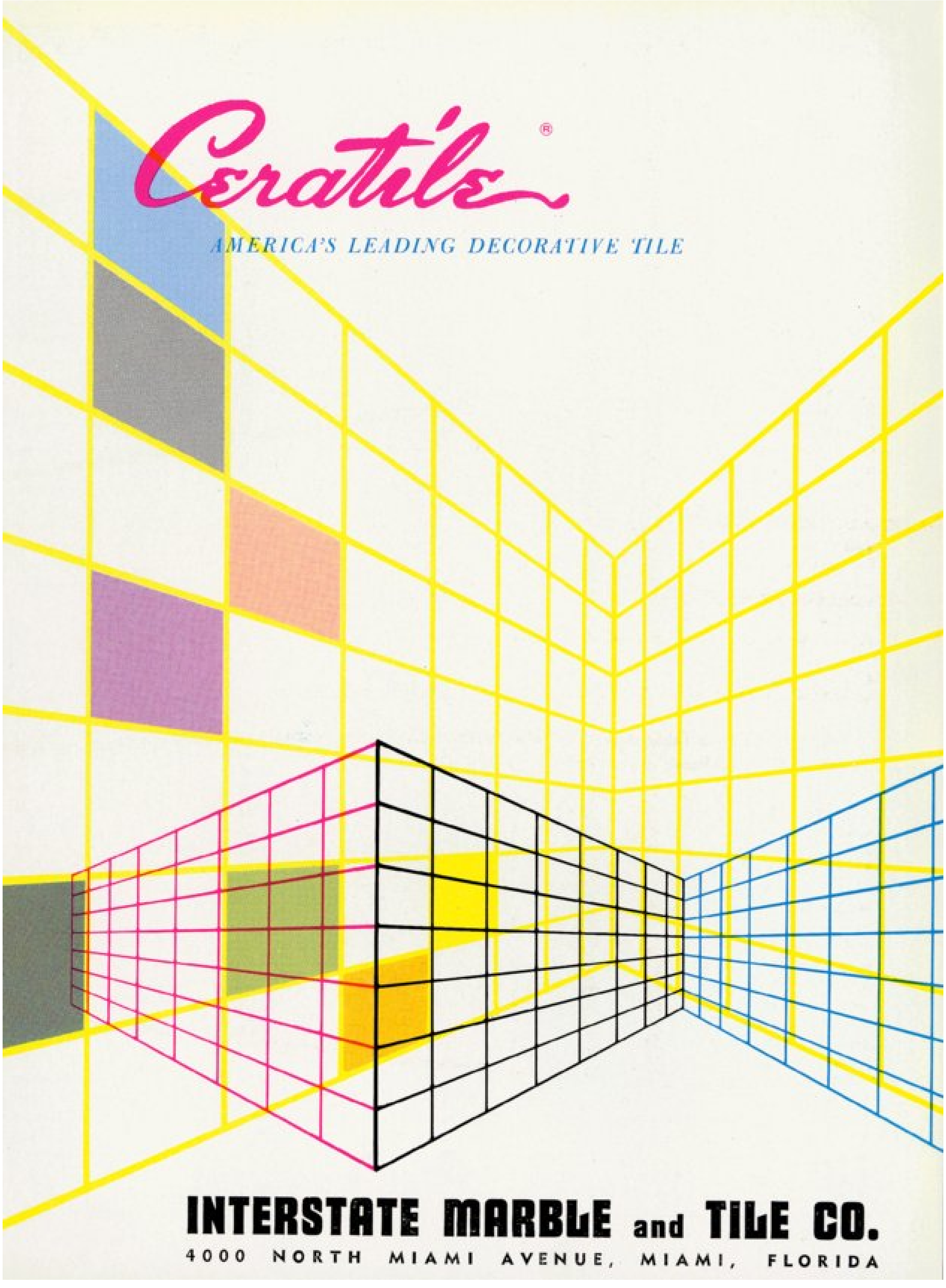
But what this meeting lacked in numbers, it made up in constructive discussion. Representatives of several AIA state groups were present—Ohio, Michigan, New Jersey, New York, Texas, California — in addition to representatives of the FAA which included JOHN STETSON, Miss MARION I. MANLEY, the FAA executive secretary and CLINTON GAMBLE, FAA president, who, with HENRY L. WRIGHT, past president of the California Council of Architects, and MATTHEW DEL GAUDIO, New York regional director, constituted the discussion "panel" moderated by EDWARD L. WILSON, secretary of the AIA and past president of the Texas Society of Architects.

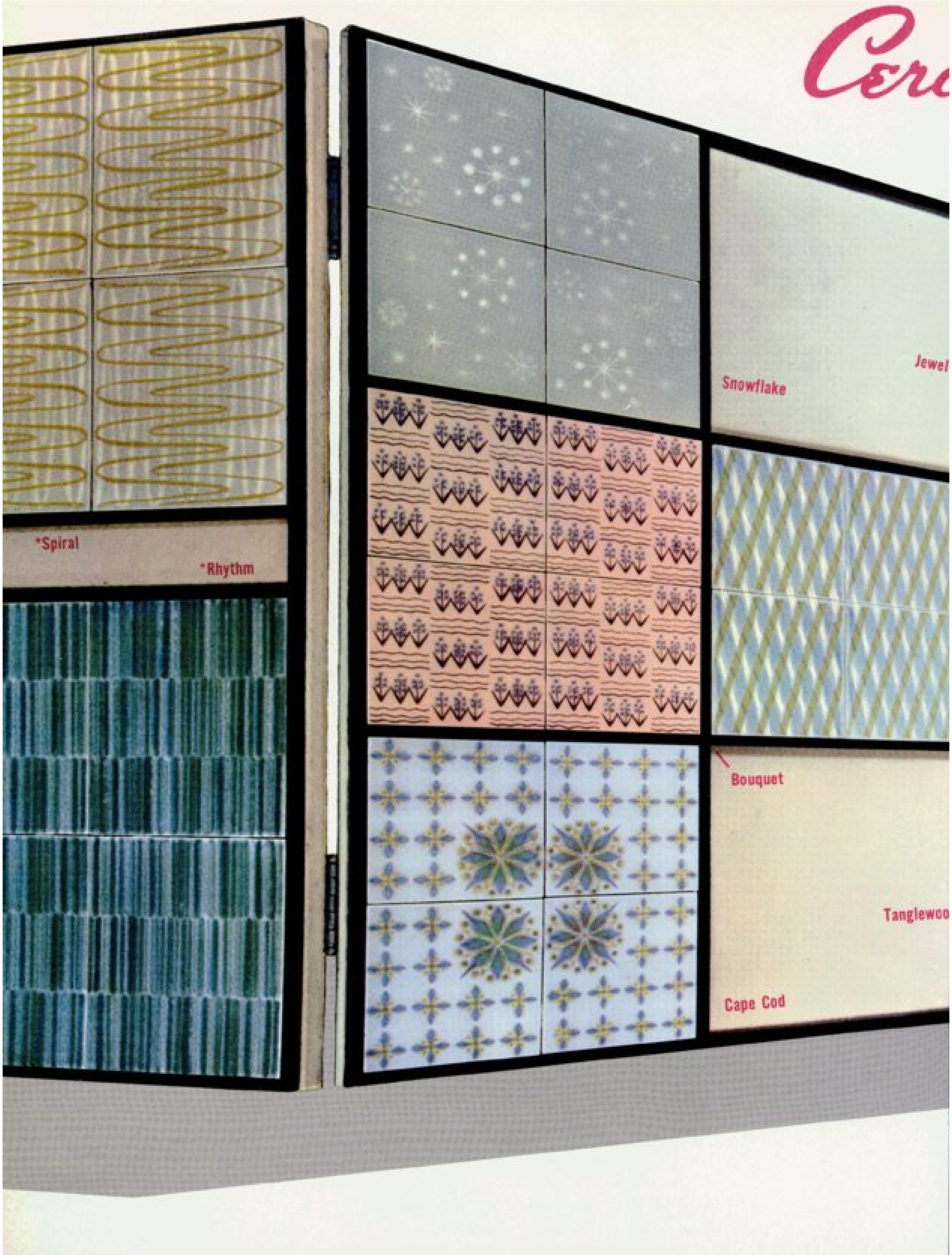
To the extent that this meeting was more an airing of comparative state organization experience than any attempt to hammer out an AIA policy relative to such organizations, it achieved little that can be reported as either definitive or conclusive. Indeed, one of its chief values was from a negative point of view. State organization representatives outlined, clearly and forcefully, both the functions and operations of their groups— and in doing so posed the important question of how the undoubted value of such organizations can be recognized officially by the Institute—but not woven into the current chapter-region-headquarters pattern of AIA operations.

Discussion brought out two facts of particular significance to Florida AIA membership. One touched the possibility that Florida might be accorded regional AIA status in the not-too-distant future. The point was made clear that mere size is not a criterion for regional recognition— geography, activity volume, rate of growth, organization initiative, economic and political, as well as professional, problems are all factors. And due to the increasing pressure of all such factors within her borders, Florida is rapidly moving into a professional position where administrative integration to provide a direct and constantly constructive contact with the Institute's headquarters policies and programs will be essential.

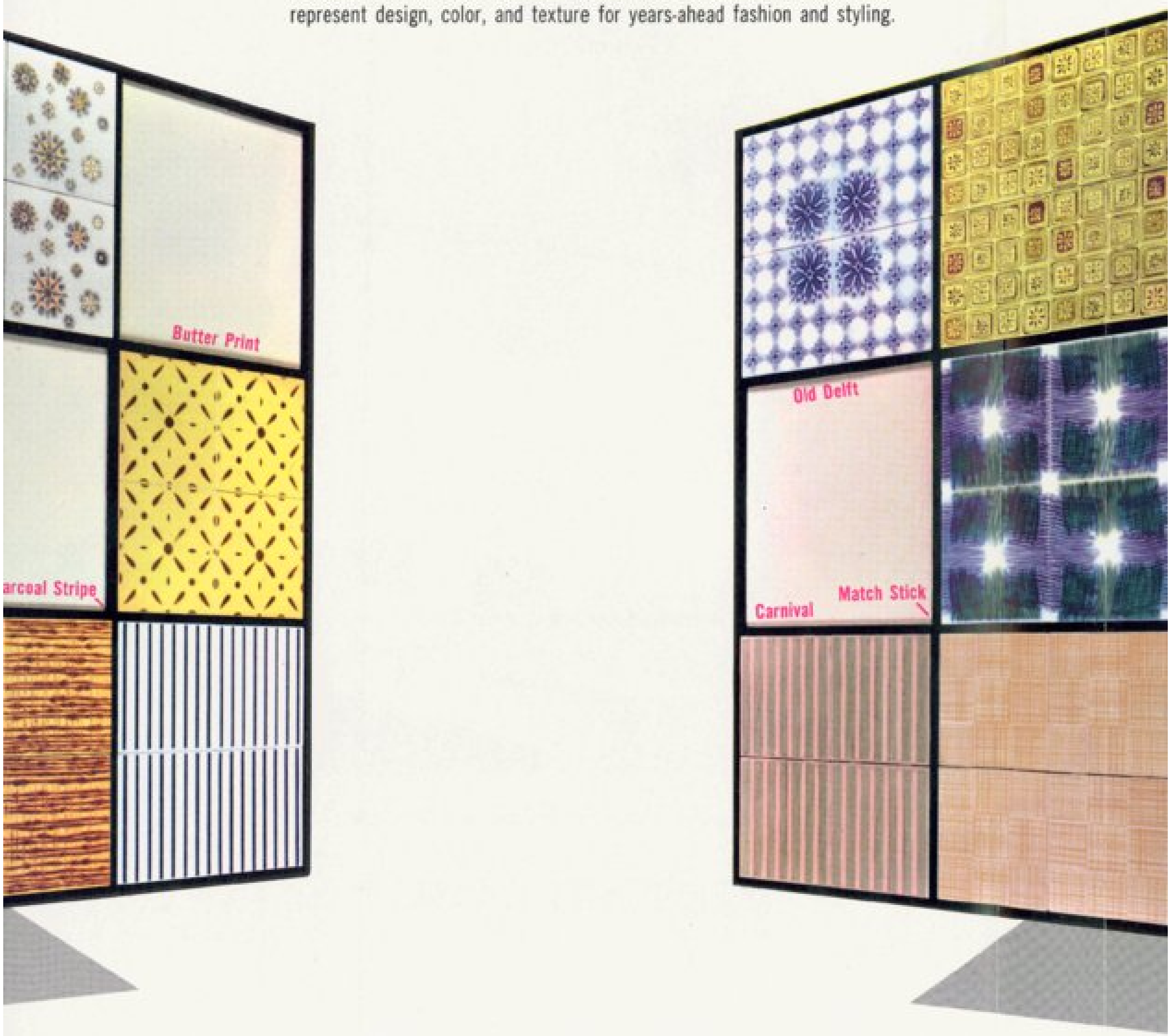
The other fact is that our professional organization in Florida is even now such as to make a possible

(Continued on Page 17)


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*Rhythm
Snowflake
Jewel
Bouquet
Tanglewoo
Cape Cod

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*All patterns shown above are 4¼" x 4¼", except those starred, which are 6" x 6".


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Early American
Basket Weave
French Quarter
Wintergreen
Mardi Gras
*Scotch Texture
*Roman Column





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1.	Basket Weave	Bold interwoven textural pattern to combine with blue-greens, greys, pinks.
2.	Bouquet	Delicate spring flower pattern to fit any decorating scheme with greys, pinks, blues.
3.	Butter Print	Geometric pattern with special appeal in provincial or ranch settings with natural finishes.
4.	Cape Cod	Appealing in colonial or provincial surroundings, using complimentary greys, yellows, greyed blues and yellow-greens.
5.	Carnival	An all-purpose decorative pattern, combines with pinks, greys, browns, wine reds, some blues.
6.	Charcoal Stripe	Bold but simple pattern fits all types of design, and is effective with strong bright colors.
7.	Early American	Fits the mood of provincial, Early American, ranch styles with natural woods, copper, brass.
8.	French Quarter	Lacey grill-work design in popular pink brightens any traditional home, used with any color harmony.
9.	Harlequin	Fashionable in any surrounding, and harmonizes with blues, greys, beiges, pinks.
10.	Jewel	Unusual decorative effects in any setting, with greys, blues, tans, browns or natural finishes.
11.	Mardi Gras	A happy non-directional design to brighten any home, old or new, used with natural woods, greys, yellows, lime-greens.
12.	Match Stick	Irregular plaid design for multi-purpose uses, effective with tans, browns, blues, greens or natural wood and cork.
13.	Old Delft	At home in provincial settings, recommended with natural woods, blues, greys, white, accents of red or copper.
14.	Rhythm	Versatile pattern of iridescent blues, greens, lavender-grey, used with grey, blue, pink, blue-greens.
15.	Roman Column	Red-brown background combines with woods, brick, stone, copper.
16.	Scotch Texture	Unique textured effect for most styles, effective with natural woods, greens, yellow, ivory, tan, brown.
17.	Snowflake	High style for any home setting, will give subtle elegance to any room, almost every color combination or background.
18.	Spiral	Modern pattern in neutral tones, sparkles as background for strong, bright accents.
19.	Stardust	Spritely beige stars on white background gives a lift to any room, used with browns, tans, greens, blues.
20.	Tanglewood	Strong textured design that combines with tans, browns, greens, natural finishes.
21.	Wintergreen	Wide decorative range made possible with abstract stars and ovals, used with greens, tans, browns, natural woods.

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(Continued from Page 16)

transition to regional status both natural and easy. The setup of the FAA is closely parallel to that of both Texas—which is a region—and California, which is not, but operates almost as if it were. Organizations in all three states are based on an association of Chapters; but both Texas and California have strengthened their Chapter ties and have widened their scope of operations beyond those current in the FAA.

But lines for professional organization progress in Florida are clearer now than they ever have been. And on the basis of facts gleaned at this Round Table discussion, there is every reason to believe that they can be formed into a pattern of great strength, purpose and accomplishment in the near future.

Wilson Re-Elected Secretary, New Directors Chosen

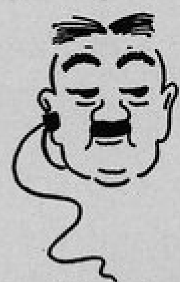
When LEON CHATELAIN, Jr., newly elected AIA president, assumes his many-sided organization duties, he will have the benefit of a seasoned man as one of his key officers. This will be EDWARD L. WILSON, Ft. Worth, Texas, who was re-elected as Secretary of the AIA. Wilson has been active in AIA affairs for many years, having been president of both the Ft. Worth Chapter and the Texas Society of Architects, an AIA regional director and member of several important Institute committees. RAYMOND S. KASTENDIECK, Gary, Indiana, was chosen as treasurer, the post which the new AIA president has held since 1954.

JOHN NOBLE RICHARDS, Toledo, Ohio, was elected as first vice-president, PHILIP WILL, Jr., of Chicago, as second vice-president.

New regional directors elected to the AIA Board for a three year term were: JOHN HAYES PRITCHARD, Tunica, Miss., Gulf States Region; DONALD J. STEWART, Portland, Oregon, Northwest Region; J. ROY CARROLL, Jr., Philadelphia, Middle Atlantic Region, and BERGMAN S. LETZLER, Louisville, Ky., Great Lakes Region. Letzler succeeds the new AIA treasurer, Raymond S. Kastendieck, who has been director of this region for the past three years.

"Notes on the back of an airline schedule concerning St. Petersburg, hair tonic, goodby now and other problems"

(This account of the University of Florida's Annual Business Conference held in St. Petersburg during April, was written by Roger Allen, architect of Grand Rapids, Mich., and one of the Conference speakers. It appeared in his regular column, published tri-weekly in the Grand Rapids Press.)



Recently I made a fast two-day visit to St. Petersburg at the request of the extension division of the University of Florida and it is a good thing I did, as many was the fun I had down there, a stone's throw from a lovely Gulf of Mexico beach.

* * *

If I hadn't gone, I wouldn't have heard John M. Fox describe a new hair tonic. "This tonic won't grow any hair," admitted Mr. Fox, "but it shrinks your head so that what hair you have fits."

Subsequently Mr. Fox, president of a frozen orange concentrate company—Bing Crosby, a stockholder, used to plug the product on a disc jockey program—told me privately about still another hair tonic. This is a low calorie tonic for people whose heads are fat enough already.

* * *

On a Super-Constellation it is only five hours from Chicago to St. Petersburg and I spent some of this time meditating on why airline hostesses always say "Goodby now," to alighting passengers. Why always "goodby now?" Why not "Goodby some other time" or "Hasta la vista" or "Over the river, bud" or "Farewell, my lovely?" So when I got off, the hostess said "goodby now" to everybody until I came along. She said "Goodby, sir," to me, the beautiful but double-crossing thing.

* * *

The night I arrived Frank Pace, former secretary of the army, former budget director and currently executive vice president of General Dynamics corporation, made a fascinating speech on the peaceful uses of atomic power. He should know; a division of his company built the Nautilus, the first atomic-powered submarine, and while the Nautilus of course is hardly for peacetime use, what they learned in building it is being applied now to power installations in many parts of the country.

* * *

College professors are getting younger, smarter and more fun, if you ask me. The faculty members of the University of Florida, including members of the staff of the extension division and the business administration department, put on this conference on "planning Florida's Growth" with verve, efficiency and good humor. Somebody'd better start planning Florida's growth or the next thing you know the buildings will be projecting out into the Gulf of Mexico on one side and the Atlantic ocean on the other, to a considerable distance.

* * *

Two old friends and fellow architects, Sanford Goin of Gainesville and Roger Sherman of Miami, took me over to Tampa or rather to Ybor City, a Spanish section, to dinner. On the way over we passed through a district so tough that Mr. Goin assured me I could "get my hair cut with a busted beer bottle," in his picturesque phrase. I decided my hair was all right the way it was. The dinner was well worth the trip; Spanish bean soup, pompano Papillote, a green salad and Cuban bread. Yum.

* * *

I stayed in a truly advanced motel so gadgeted up that the manager spent five minutes telling me what all the various switches operated, how one end wall slid out of sight to open the whole room into the patio, and so on.

* * *

Goodby now.

Roger Allen.

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Mid-Florida-The AIA's 122nd Chapter



These are the men chosen to steer the Mid-Florida Chapter through its first year of progress: Robert B. Murphy, vice-president; Hill Stiggins, treasurer; F. Earl DeLoe, president; Joseph Shifalo, secretary; James E. Windham, III, director. The two other directors are L. Alex Hatton and Ralph P. Lovelock. Francis Emerson represents the Chapter on the FAA Board, with George H. Spohn as alternate.

As the FAA's ninth chapter, Mid-Florida was officially launched in Orlando on April 28th.

It's little wonder that the five gentlemen in the picture at the right seem pleased. They are the elected officers of the 37 charter members of the Mid-Florida Chapter, AIA—the Institute's 122nd local unit and Florida's ninth. And the particular occasion for their pleased expressions was the official Charter-presentation meeting of the Mid-Florida Chapter, held in Orlando's San Juan Hotel on Saturday evening, April 28.

It had been announced as an informal gathering — though Chapter members could easily be spotted through the crowd of some 125 by their white dinner jackets. But informal or not, the official recognition of the newly organized professional group signalled the start of what every well-wisher — and that means every AIA member in the State — hopes will be a vigorous program for professional advancement.

Certainly the dinner meeting, which opened with cocktails at 6:30, indicated a good beginning for that program. Several representatives of other Chapters were present, as were officials of local AGC and FES organizations. Mayor RAYMOND C. GREENE of Winter Park and CLINTON GAMBLE, FAA president, were seated as honor guests at the head table. Toastmaster of the affair was F. E. L. WHITESAL, president of Winter Park's Chamber of Commerce; and CLAUDE EDWARDS, Orlando City Commissioner, was on hand to offer official greetings.

Brief, but to the point, greetings were also proffered by the FAA President and Mayor Greene — who particularly welcomed formation of the Chapter and expressed the hope that its membership would play an increasingly important part in development of Winter Park.

Mid-Florida's Charter was presented to President F. EARL DELOE by HERBERT C. MILLKEY, AIA Regional Director, who also made the principal speech of the evening. He sketched the amazingly rapid, but sound, growth of Florida that had made formation of the new Chapter possible and practical. But he warned his listeners that volume of activity

(Continued on Page 20)

V.I.P.'s at Mid-Florida's Meeting



H. Samuel Kruse, past-president, Florida South, with Richard Boone Rogers, president of the State Board of Architecture.



Mrs. F. Earl DeLoe and President DeLoe beam greetings from their place of honor at the charter-presentation table.



Clinton Gamble, FAA president, and Winter Park's Mayor Raymond C. Greene found a common interest in regional planning.

News & Notes

(Continued from Page 19)
is not always a measure of sound accomplishment; and he called on each new Chapter member to accept the responsibility for professional leadership and community progress that such membership in the AIA implied.

"*Responsibility is the symbol of leadership,*" the regional director declared. "*As construction industry leaders, you have the responsibility of recognizing civic obligations and the need for using your talents toward improvement of your community. Much civic growth is without a definite sense of direction. You can give that needed orientation — and in so doing can provide not only a helpful public service, but also overcome the public's lack of understanding of what architects do.*"

Pullara Appointed Member of National Research Committee

ANTHONY L. PULLARA, partner in the Tampa firm of Pullara, Bowen and Watson, has been named a member of a committee of the Building Research Advisory Board, Division of Engineering and Industrial Research for the National Academy of Sciences, National Research Council. The committee will study the cracking of concrete face brick to determine data needed to establish manufacturing and installation standards for concrete masonry units.

This is one of several studies being conducted at the request of the FHA. Reports of the studies provide the FHA with technical information needed as a basis for revising its minimum property requirements.

Florida Group Totaled 20

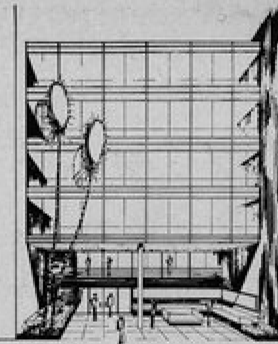
Seven of Florida's nine AIA Chapters were represented by those attending the Los Angeles Convention. Biggest delegation was from Florida South and included: MISS MARION I. MANLEY, T. TRIP RUSSELL, ROBERT M. LITTLE, H. SAMUEL KRUSE, EDWIN T. REEDER, A. J. SIMBERG and NORMAN M. GILLER. Others attending were: from Palm Beach Chapter, JOHN STETSON, MAURICE E. HOLLEY, KENNETH JACOBSON and EDMOND A. PACHNER; from Florida Central, ANTHONY L. PULLARA and
(Continued on Page 22)

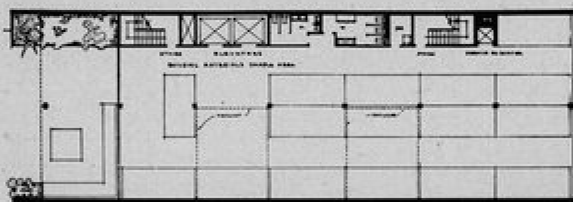


As last year, the feature of the annual Students' Home Show, held in Gainesville in April, was a model home designed, built and furnished by U/F students. This year's house was designed by 4th year architectural student Ellen Poffenbarger as a one-bedroom home for a retired couple which would be suitable also for a family by addition of two more bedrooms. The house contains 1200 square feet of floor space grouped around a screened patio and garden to take full advantage of a Florida setting. Living, dining and kitchen areas are contained in a unit separate from sleeping quarters. Construction employs the post-and-beam system. The house was erected in just four days by the Student Contractors' and Builders' Association. The entire show, which included an exhibit of manufactured products, was planned and run by the Student Chapter, AIA, of the U/F.

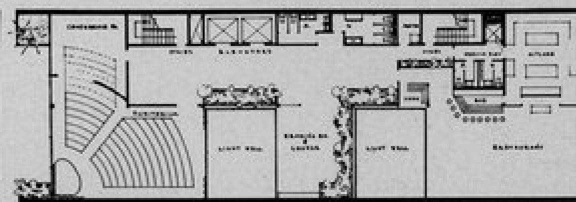
Winner---FAA Scholarship Competition

This is the winning design, by JOSEPH BLAIS, Daytona Beach, in the first FAA Scholarship Competition, open to 4th year students of the College of Architecture and Allied Arts of the U/F. The problem, "A Building for Architects" specified a 50 by 150-foot interior lot and listed a number of mandatory requirements for "a commercial building primarily for use by architects . . . in a city about the size of Jacksonville" and with the same climatic conditions. Solution called for the type of preliminary sketches shown here. The FAA jury — FRANKLIN S. BUNCH, JAMES E. GARLAND and JOHN STETSON — picked these as the best.

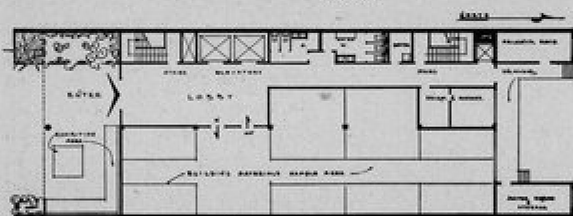




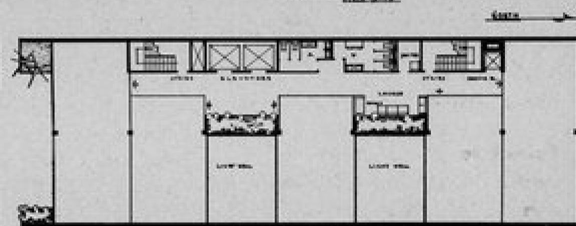
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GROUND LEVEL



TYPICAL OFFICE FLOOR

News & Notes

(Continued from Page 20)

William B. Harvard; from Florida North, William T. Arnett and John L. R. Grand; from Daytona Beach Chapter, Francis S. Walton and Harry M. Griffin; from Jacksonville, Robert Broward.

Clinton Gamble, FAA president, represented both the Broward County Chapter and the State organization. Roger W. Sherman also attended as Executive Secretary of the FAA and as a representative of *The Florida Architect*.

Last Year's Good Advice Is Better Than Ever Today!

Last year (on page 17 of the July, 1955, issue) we said "Guard That Portrait!"

We noted some of the difficulties we believed would be encountered as a result of the 1955 Convention's action permitting use of architects' portraits in advertising. And we advised FAA membership to be very wary in allowing use of their pictures in advertising layouts — pending the issuance of a policy guide by the AIA Committee on Public Relations.

That advice has since proved sound.

No such policy guide has ever been issued. And the 88th Convention at Los Angeles voted to rescind the measure approved last year. Thus architects' portraits may not now be ethically used in advertisements — except in such instances where limited use has been specifically approved by AIA headquarters.

By and large, it is probably a wise decision. Promotors have the universal reputation of taking the mile if given the inch; and the new ruling will probably tend to save a great deal of individual and professional embarrassment. In the case of the completely sound institutional campaign, AIA approval will undoubtedly be forthcoming where and when it may be needed.

So let's repeat the admonition. Guard that portrait — more zealously now than ever!

Don't Forget Those Dues!

Did you heed last month's call for dues from FAA Treasurer Morton T. Ironmonger? Better check your checkbook again! If the stub for "AIA dues" isn't there—please get busy. Write one now. And drop the check in the mail today.

"Interpertation of Specerfication"

(At the testimonial party for Mel Greeley, toastmaster Lou Aichel regaled his audience with a little gem on specifications which he swore was real and had come to his attention through figuring a job. Here it is — just as it was read and, according to him, just as it was written!)

The Plans and specerfications are to be taken tergether. Anything shown on the plans and not mentioned in the specerfications and not shown on the plans is to be considered as both shown and specified, and anything wanted by the arketekt or any of his friends or by anybody else, (except the contrakter) shall be considered as shown, specerfied, implied and required, and shall be pervided by the contrackter without no expense to nobody but hisself.

If the work has been done without no expense to the contrackter, the work shall be taken down and done over again and again until the expense is satisfactory to the arcketekt.

Anything that is right on the plans is to be considered right. Anything that is wrong shall be discovered by the contrackter and shall be made right without a-telling the architekt or indercating it on the bills.

Anything that is forgotten or left out of the plans or the spercerfications but which is necessary for the convenyance of the owner shall be pervided without extry cost to nobody but the contrackter. The arckitekt reserves the right to change his mind about what is best.

Any evidence of satisfaction on the part of the contrakter shall be considered as just cause for witholding final payment.

Convention Report . . .

(Continued from Page 7)

Wednesday, May 16 — Still no smog in Los Angeles. But the temperature had climbed enough to make front-page headlines.

To a substantial number of Chapter presidents and Chapter affairs committee chairmen, the day opened with a Chapter Affairs Breakfast at 7:30. The meeting, moderated by BERYL PRICE, chairman of the AIA's Chapter Affairs Committee, lasted till after 11. Its substance is reported elsewhere in this issue.

By the time those attending were free, the Convention's second business session had ended — but during it delegates heard a detailed presentation of Urban Redevelopment by JUSTIN HERMAN, regional administrator of the Housing and Home Finance Agency. They also heard the Convention vote to rescind last year's measure permitting use of architects' portraits in advertising. Now, such portraits may not be ethically used — "except under exceptional circumstances" and then only with specific approval from AIA headquarters.

During the awards luncheon there were more speeches as the Fine Arts Medal was presented to Miss M. HILDRETH MEIERE, the Craftsmanship Medal to HARRY BERTOIA, and the Edward C. Kemper Award to THEODORE IRVING COE, who was not there to receive it due to a last-minute illness in his family. A long list of honor awards for architecture was read and the awards bestowed to architects involved; and eight honorary memberships and fellowships were presented to deserving friends of the architectural profession.

Afterwards, Convention attendants took their choice of four host-chapter tours that vied for interest with a seminar on *Architecture for Enjoyment* and three round tables on *The State Organization of the Institute* (more fully reported elsewhere in this issue), *Architectural Specifications* and *The Education Committee Program*. Frustrations of conscientious Conventioneers welled up again, with the host chapter tours making a substantial win over convention offerings. Reports of poor attendance were common at all discussion groups.

But attendance at the Premiere Night — a Grauman's Chinese The-

(Continued on Page 24)

Convention Report . . .

(Continued from Page 23)

ater party with all the trimmings—packed the house. The Host Chapter's CHARLES LUCKMAN, with a stage presence and suavity equal to any Hollywood star, introduced ART LINKLETTER—who then introduced ALFRED HITCHCOCK, DORIS DAY and JIMMY STEWART, director and stars of "The Man Who Knew Too Much," the thriller-diller excuse for the premiere. To many Conventioneers — particularly to their charmed and charming wives — it was the highlight of the four-day conclave.

Thursday, May 17 — The temperature went hog-wild, climbed to 99 and broke a long-standing Los Angeles record. But still no smog to speak of.

The morning was the laziest of the Convention thus far, filled by the third business session that finished up approval of the pre-printed Board's report, disposed of a few innocuous resolutions and permitted JOHN R. FUGARD, FAIA, to tell about the International Congress on Housing and Town Planning. No official luncheon meeting has been slated; and Conventioneers paired off, formed groups or attended one of the many "reunion" meetings of colleges and fraternities.

But the afternoon ran almost true to the form of preceding ones. Four of the popular and almost ubiquitous host-chapter tours started promptly at 2:15 — though at 3:00 an elaborate seminar on "*The Architects' Big New Challenge — Better design for a Million New Homes Each Year*" was scheduled to start. It started on time; and though of absorbing interest to those involved in the home-design field, it followed closely the pattern established by a round-table jointly sponsored by the AIA, NAHB and *House and Home* magazine as reported in the May, 1956, issue of that publication.

The evening was the occasion of the Annual Dinner, marked by the solemn and somewhat tedious ceremonies by which 35 AIA members were elevated to Fellowship in the Institute — among them, and the only one from Florida, being MISS MARION I. MANLEY. The Dinner meeting was marked also by presentation, to CLARENCE S. STEIN, FAIA, New York, of the Gold Medal for his accomplishments in the fields of architecture, and community and city planning.

Mr. Stein's response to the presentation was a gentle, somewhat wistful, speech which attempted to provide a prescription for the good life through the medium of architects' concern with community planning. He broadly sketched the evil drawbacks of our present towns and cities. Then, in equally as broad strokes, outlined his advocacy of new communities based on the "greenbelt" principles first demonstrated by his development of Radburn, N. J.

"*In the contemporary city*," said the Gold Medal recipient, "*the green openness will go far beyond the built-in parks, flowing through and connecting the super-blocks. Not only will every building open on views of fine old trees or distant hills, but broad green belts will be close by for agriculture or forests, for great sports fields or hiking, boating, fishing, swimming, skating or just for solitude in the peaceful valleys or the wilds.*"

(Continued on facing page)

Mr. Stien saw such cities as possible for any part of the United States and visioned them as ultimately replacing "our mad metropolitan monstrosities" of the present And he called on the architectural profession to accept the difficult challenge of bringing them into being.

"*Such communities cannot be secured by the ordinary piece-meal process of city planning,*" he declared. "*A beautiful and livable urban environment cannot be boxed into cubbyholes bounded by fixed and dominating streets and lot lines. It must be created as an entity, embracing the site, the mass of buildings and their relation to each other and to the natural setting — in short, to all visual surroundings.*

"*What we need is an architectural attack on problems much more comprehensive than the individual building. The architect must deal with the whole environment in which his building is an essential, harmonious part — and without which the architect's work is impotent. The community may merely be a small group of interdependent structures. It may be — most likely will be — a neighborhood, an urban district, a whole town or city, or even a region.*"

Friday, May 18 — The heat-wave broke. But with the coolness came the smog at last — the same eye-watering, nose-tickling stuff as reported.

This was what one Conventioneer called "stragglers' day." Only a comparatively faithful few attended the final business session called for 9:00 to consider new business (conspicuous by absence), to hear a speech by an architectural student, another by CARLOS CONTRERAS, Mexican city planner, and to hear retiring President GEORGE BAIN CUMMINGS introduce the new slate of officers and directors.

In the afternoon the newly-constituted Board met with President-elect LEON CHATELAIN, JR., presiding at what was billed as an "orientation meeting." Attending were Institute staff members, several national committee chairmen, Chapter presidents and a number of delegate observers. But beyond a few explanatory remarks by newly-elected officers, EDMUND R. PURVES, the Institute's executive director,, and some of his staff, little resulted beyond a pleasant opportunity to meet and see the

(Continued on Page 26)

OBJECTIVES

The objectives of the Florida Association of Architects shall be to unite the architectural profession within the State of Florida to promote and forward the objectives of the The American Institute of Architects; to stimulate and encourage continual improvement within the profression, to cooperate with the other professions to promote and participate in the matter of general public welfare, and represent and act for the architectural profession in the State, and to promote educational and public relations programs for the advancement of the profession.

Convention Report

(Continued from Page 25)

people who make AIA wheels go round.

Officially, the 88th Annual AIA Convention was over. But to those delegates who were objects of the host chapter's further hospitality, the evening was to be another Los Angeles highlight. Homes of host chapter members had been thrown open for good food and drink and fellowship — relaxation in domestic surroundings as only California's architects can offer it. Many a convention delegate from 2,000 and 3,000 miles distant would return home with the impression of a wonderful country— smog or no — peopled by architects who were uniformly successful, invariably charming and the gracious donors of hospitality without an equal.

But those host chapter tours! They were still going on Saturday, when the Biltmore lobbies and public rooms looked like ghost towns! Most of the Octagon staff had gone, too; and the last we saw of any of them was Miss Pignone, checking into the Pan American terminal bound for Honolulu and a well-deserved holiday.

ADVERTISERS' INDEX

New Committee to Study P/R Program

Some drastic revisions in the overall public relations program of the AIA may be in the making, judging from recent actions of the AIA Board. At this year's Board meeting in Washington, D. C., it was decided to retain the firm of KETCHUM, INC., as the Institute's P/R counsel "for the remainder of this year." But a move to boost the firm's payment from $72,000 to $95,000 was defeated.

Also, a Memo issued from the Octagon this spring contained this item: "*Although the Board believes much good work has been done by the committee on public relations and that the work by public relations counsel has been effective in stimulating members of the profession to greater activity and appreciation of public relations, it realizes a need for reappraisal at this time of the machinery and methods of operating the program.*" For this reason a special liaison committee was appointed to make a separate study of the public relations problems and, with the full P/R committee, make a full report at the Board's fall meeting.

Producers' Council Program

From the 81-booth Producers' Council display of building products that was an important highlight of the 88th Annual AIA Convention at Los Angeles, eight were picked by a 3-man jury for citations. Those receiving commendation *"for outstanding attractiveness"* were: National Concrete Masonry Association; Youngstown Kitchen Division, American-Standard; Arcadia Metal Products; and Stylon Corporation. The Stylon booth was the collaborative work of architect ALFRED B. PARKER and designer CARMEN GRAHAM, both of Miami.

Cited *"for effective display of their products"* were: Corning Glass Works; Minneapolis-Honeywell Regulator Company; Gladding, McBean & Company; and the Armstrong Cork Company. The jury which selected these eight booths as worthy of special comment included architects MAURICE E. HOLLEY, Palm Beach; GRAHAM LATTA, Southern Calif. Chapter, and WAYNE S. HERTZKA, Northern Calif. Chapter.

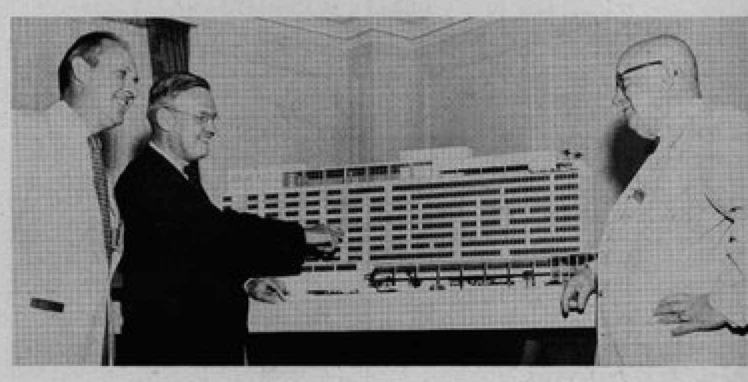
Top honors for excellence in building product literature and space advertising went to five more Producers' Council firms at the May 14th after-luncheon awards session of the Council's Convention. Those receiving certificates of exceptional merit were: Acoustical Materials Association and American Brass Company



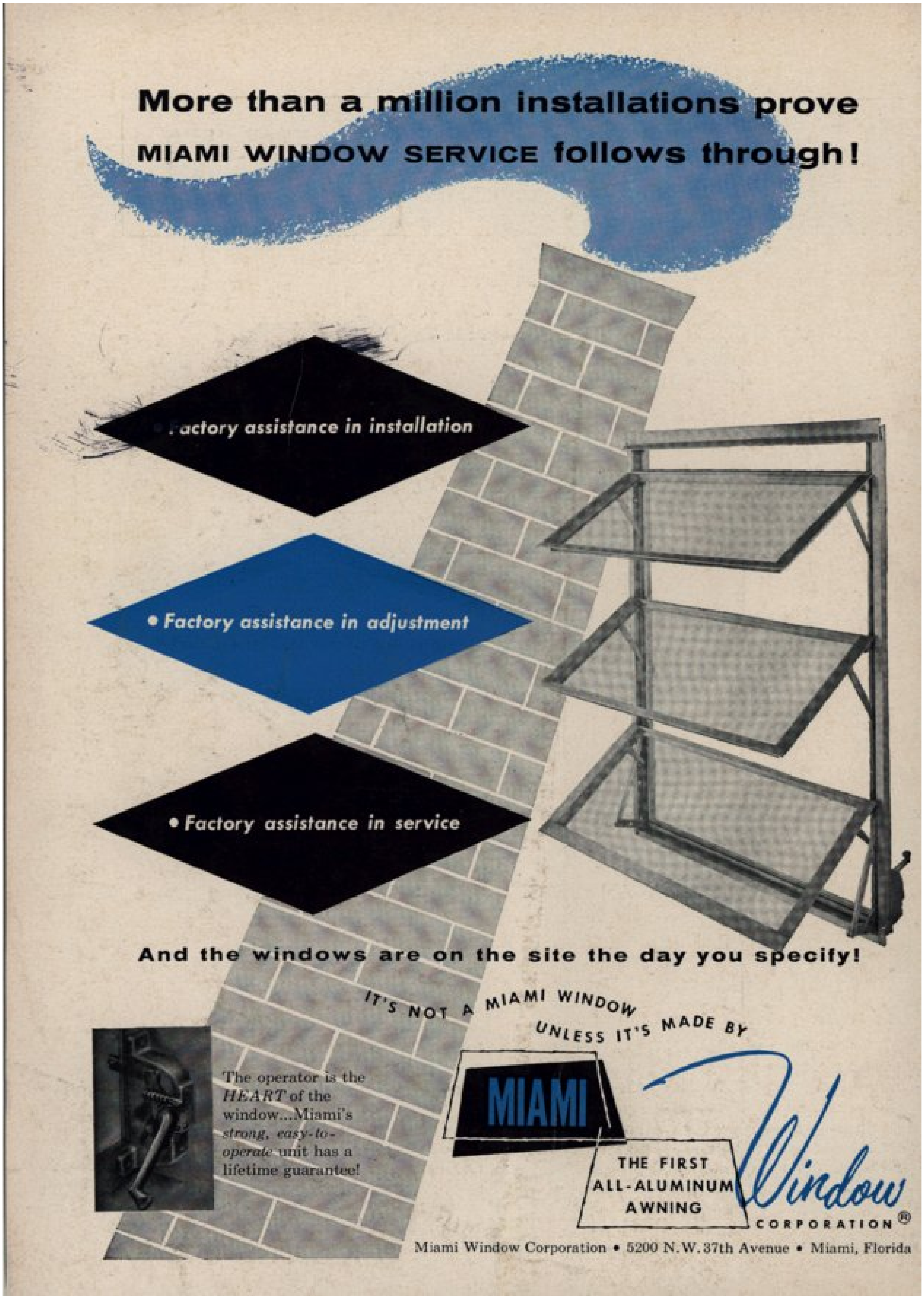
William Gillette, Producers' Council national President, listens to Charles Luckman, of Pereira & Luckman, architects, address members at the Awards Luncheon.

(*Class I, technical information relative to a type of product*); Armstrong Cork Co. (*Class II, technical information relative to a single manufacturer's products*); Aluminum Company of America (*Class III, promotional literature*); and Knoll Associates (*Class IV, space advertising*).

Also honored at the Council's luncheon meeting were three men selected for their encouragement of Modular Measure. Presentation of awards from the American Standards Association was made to LEONARD G. HAEGER, Levitt & Sons; FRED M. HAUSERMAN, the E. F. Hauserman Co.; and H. B. ZACKRISON, U.S.A. Corps of Engineers.



Florida furnished the only model exhibited at the joint AIA-Producers' Council conclave. Here Clinton Gamble, FAA president, and T. Tripp Russell, president of the Florida South Chapter, AIA, explain features of the Construction Industries Center, scheduled for year-end completion in Miami's DuPont Plaza, to Earl T. Heitschmidt, FAIA, Los Angeles.


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